



KURT HOUGHTON

CREATIVE DIRECTOR



WORK EXPERIENCE

2022 - 2026 **PetSmart**

Manager, Visual Communications & Graphic Design

- Lead a multidisciplinary team of video and graphic design professionals, driving enterprise-wide visual communications and creative strategy.
- Partner with executive leadership to develop visual strategies that strengthen the PetSmart brand and support business priorities.
- Build scalable creative systems, AI-driven workflows, and brand standards that improve efficiency and consistency.
- Champion innovation in storytelling, production, and creative operations across the organization.

2020 - 2022 **Onsemi**

Visual Designer

- Served as the design lead in the concepting, research, and implementation of the rebrand from ON Semiconductor to Onsemi. Including the logo and complete brand book.
- Utilizing a wide range of media skills including video production, video editing, graphic design, and motion graphics to support initiatives.
- Designed and managed a 20 page monthly newsletter, distributed in over 10 countries and translated in 8 languages.

2018 - 2020 **Stryker**

Graphic Designer

- Responsible for supporting all product lines that include innovative design within print collateral, packaging, digital mediums and presentations.
- Utilized motion graphic and video editing skills in order to create imaginative social media ads and promotional videos.

2017 - 2018 **McCormicks Group LLC.**

Graphic Designer

- Oversaw designs from concept to production. Managed and operated two wide format printers. Including preparing native files, utilizing rip software, prioritizing print queue.

2012 - 2025 **Kurt Houghton Design**

Freelance

Clients include:

- Arizona Cardinals – Phoenix, AZ
- Anderson Advertising & PR – Phoenix, AZ
- spect. Design Co. – Milton, NY
- TWA Photographic Artists – Chicago, IL
- Converge – Phoenix, AZ

Full client list upon request



CONTACT

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PROFESSIONAL SUMMARY

I believe the future of design isn't about creating more assets, it's about building better creative systems. Through branding, motion, and AI-driven workflows, I create scalable brand experiences that help organizations communicate with clarity, consistency, and purpose.



EDUCATION

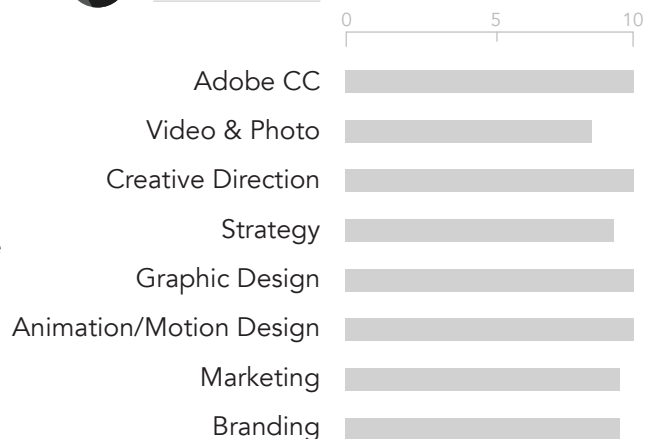
2012 **Bachelor of Science (B.S.) in Film**
Illinois State University

2022-2025 **School of Motion**
Animation Bootcamp,
Advanced Motion Methods,
Illustration for Motion

2023 **Master Motion Design**
Ben Marriots Course Collection



SKILLS



AFFILIATES

2020-26 **American Institute of Graphic Arts (AIGA)**